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PATENT APPLICATION

ATTORNEY DOCKET NO. 10003978 -1

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Donald J Palmer et al

Confirmation No.: 7827

Application No.: 09/817818

Examiner:

Filing Date: Mar 26, 2001

Group Art Unit: 2161

Title: Targeted Advertising Method And System

Mail Stop Amendment
Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

This Information Disclosure Statement is submitted:

- ☒ under 37 CFR 1.97(b), or
(Within three months of filing national application; or date of entry of national application; or before mailing date of first office action on the merits; whichever occurs last)
- ☐ under 37 CFR 1.97 (c) together with either a:
☐ Statement under 37 CFR 1.97(e), or
☐ a \$180.00 fee under 37 CFR 1.17(p), or
(After the CFR 1.97 (b) time period, but before final action or notice of allowance, whichever occurs first)
- ☐ under 37 CFR 1.97 (d) together with a:
☐ Statement under 37 CFR 1.97(e)(1) or (2), and
☐ a \$180.00 fee set forth in 37 CFR 1.17(p).
(Filed after final action, a notice of allowance, on or before payment of the issue fee)

Please charge to Deposit Account **08-2025** the sum of \$0.00. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account **08-2025** pursuant to 37 CFR 1.25.

☒ Applicant(s) submit herewith Form PTO 1449 - Information Disclosure Statement together with any required copies of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56.

☐ A concise explanation of the relevance of foreign language patents, foreign language publications and other foreign language information listed on PTO Form 1449, as presently understood by the individuals(s) designated in 37 CFR 1.56 (c) most knowledgeable about the content is given on the attached sheet, or where a foreign language patent is cited in a search report or other action by a foreign patent office in a counterpart foreign application, an English language version of the search report or action which indicates the degree of relevance found by the foreign office is listed on form PTO 1449 and is enclosed herewith.

It is requested that the information disclosed herein be made of record in this application.

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Typed Name: Heather A. Ellis

Signature: Heather A. Ellis

Respectfully submitted,

Donald J Palmer et al

By

James R. McDaniel

Attorney/Agent for Applicant(s)
Reg. No. **34,481**

Date: 10/12/04

Telephone No.: **208 396 4095**

**Complete if Known**

(Use as many sheets as necessary)

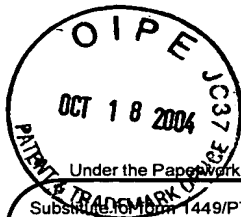
Application Number	09/817818
Filing Date	03-26-2001
First Named Inventor	Palmer, Do
Art Unit	2161
Examiner Name	
Attorney Docket Number	10003978-1

[illegible][illegible]

Date Considered	
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Application Number	09/817818
Filing Date	03-26-2001
First Named Inventor	Palmer, Donald J.
Art Unit	2161
Examiner Name	
Attorney Docket Number	10003978-1

Sheet	2	of	2
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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		Search Report for European Application No. EP04018030 (09-07-2004)	

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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